

# Bimonthly Tasks for February: Weeks 3-4

Company \_\_\_\_\_

60 pts each department leaders need to show evidence of completion on or before March 8th. Tasks completed early can be turned in and verified at any time. Divide the tasks up equally so that you can complete them all. All members of the department will receive the same task points. Some time outside of the office might be required to complete the following tasks and some tasks have noted deadlines that are due for competition before the 8th of March

## Marketing Department

Team Points \_\_\_\_/60

### Department Meeting and Work Points: 20 pts total

Meet as a department and decide who will do which tasks for the next 2 weeks. Fill in task sheet with names and who is responsible for each task. It can be multiple people and turn a copy into your chief officer and the teacher. In addition, each Friday/Monday the officers will be awarding work points for each department leader (each day 0-2 pts or 10 per week) for the next 3 weeks. Officers failing to complete this will get no work points awarded. HR will be sending out the form to do this and a reminder at the end of the week.

### Task 1. Mail Chimp March Campaign:

Before you start create a in-company campaign to send out to your company employees (and teacher) for February. Next You will be designing a March campaign with a St. Patrick's day theme in mind that promotes (1) a monthly company product promotion (2) company news with the intension of directing customers to your company web site in hopes of a sale. The art department will be designing the splash graphic for the top of the March campaign. Meet with Sales and Digital media to create a special March promotion. The new promotion should have a promo code and new product number. Have digital media set-up the promotion on the company website, and the sales department to set the promo codes up in the store manager and add the promo to the Wholesale marketplace. Make it interesting and attractive, but always keep it professional. Once the campaign is completed send it out to all employees (and your teacher) for a preview. If all goes fine, we will launch this on the next task sheet.

\_\_\_\_\_  
Employee responsible for this task

7.5 pts      **Evidence 1.1: Send the draft March campaign to company employees → send to teacher**

\_\_\_\_\_  
Employee responsible for this task

7.5 pts      **Evidence 1.2: Customer e-mails added to MailChimp (screen shot) → Canvas Feb 3-4**

\_\_\_\_\_  
Employee responsible for this task

5 pts      **Evidence 1.3: Complete the March e-mail Campaign → send to teacher**

### Task 2. State of the Company presentation:

You will be participating in the Board of Directors meeting on February 27, you will be developing an action plan for the company and your department. Leadership will share the creation of the presentation and you will be presenting the art department section of the presentation and giving mid-year information highlighting marketing contributions to the company development. The State of the Company presentation will occur on March 7th.

\_\_\_\_\_  
Vice President of Marketing

10pts      **Evidence: Marketing Section of State of the Company → Canvas Feb 3-4**

### Task 4. Booth Evaluation Report and Table Plan

Following the Los Angeles Trade Show, review the judges score sheet and write a 3 paragraph report evaluating the booth performance based on 3 areas of booth competition. (1) First Impressions (2) Content (3) Presentation. Review the Rubric found in the portal for booth design. Looking ahead the New York Competition, review the score sheet (trade show Rubrics) and plan how your company will approach this event. You will be sharing a table so you will need to plan for that. Each paragraph (1) First Impressions (2) Content (3) Presentation should contain a detailed plan of what you will do on with your half table in New York.

\_\_\_\_\_  
Vice President of Marketing

10pts      **Evidence: Booth Evaluation Report → Canvas Feb 3-4**

\_\_\_\_\_  
Vice President of Marketing

10pts      **Evidence: Table Plan for New York → Canvas Feb 3-4**

### Task 5. Company Marketing Plan 2.0

Proof read and spell check the current marketing plan. When finished, print two black & white copies and have an English teacher and your business teacher proof read the plan as we prepare to submit it for the New York competition next month. Collect the plans back and make the recommended changes to the plan so that it is ready for submission by March 15th.

\_\_\_\_\_  
Employee responsible for this task

5 pts      **Evidence: English Teacher Corrected Plan → Task Verification Form**

\_\_\_\_\_  
Employee responsible for this task

5 pts      **Evidence: Business Teacher Corrected Plan → Task Verification Form**